



# MAYOR'S COMMISSION ON POVERTY REDUCTION



CITY OF NORFOLK  
NOVEMBER 21, 2013

# OVERVIEW

- 3 Town Hall meetings
  - **Huntersville**
    - Approximately 71 participants
  - **Southside**
    - Approximately 19 participants
  - **Pretlow (Oceanview)**
    - Approximately 42 participants
- Over 130 residents attended





## TOWN HALL COMMENTS

*“It seems that the great problem of how to access the poor community in Norfolk is perhaps the biggest problem. ‘They’ are a community within ours – insulated largely because their poverty pretty much cripples them from reaching for the help that is available.”*

*“Strengthen community information and referral so all can locate the available services.”*

*“I was very encouraged at the City looking at new ideas to address poverty in the region.”*



# ADULT WORKFORCE DEVELOPMENT AND JOB CREATION



# WHAT'S WORKING WELL?

- Apprenticeship fairs like “Scope Your Future”
- VEC Website
- Opportunity Inc. provides programs and resources (but the program can be complicated)
- Public libraries - access to computers for job searches and free training for computer skills
- TCC Job Training Programs
- Programs by nonprofits and the Department of Human Services that help people obtain vital records needed for employment
- Wards Corner Workforce Center

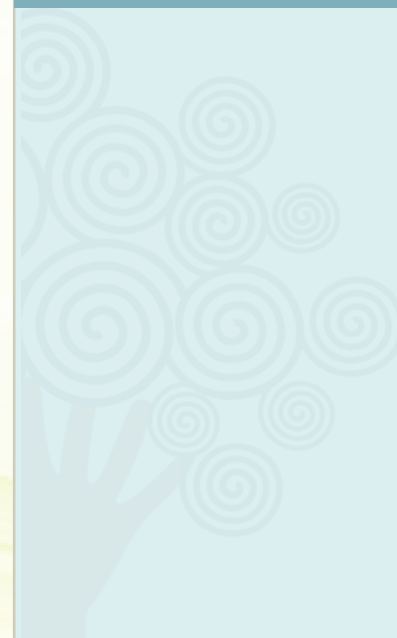




# RESIDENT COMMENTS

## Adult Workforce Development

- *“Employers have to be willing to provide on-the-job training”*
- *“City should provide tax incentives to companies who hire Norfolk residents”*
- *“There are a lot of empty buildings in Norfolk. Can we offer construction jobs to renovate the programs for future use?..”*



# COMMON WORKFORCE DEVELOPMENT THEMES



- **Transportation (3)**
  - 24 hour options/accessibility to jobs
  - To satellite offices for training and job fairs
- **Training Partnerships (3)**
  - Libraries, churches, industry, nonprofits
- **Incentives (3)**
  - To hire percentage of local residents
- **Re-entry (3)**
  - Provide assistance to ex-felons entering workplace
- **Communication and Access (2)**
  - Better communication about available services
- **Economic Development (2)**
  - Target industries that bring higher paying jobs; diversify economy





# YOUTH EDUCATION AND CAREER PATHWAYS





# WHAT'S WORKING WELL?

- Teaching residents to start small businesses
- Partnerships – Recreation, Parks and Open Space (RPOS) and Schools
- Getting parents involved
- Norfolk Public Schools (NPS) providing dinner to children
- STEM programs
- Tech Centers
- Berkley/Campostella Early Childhood Center
- NPS listening to the community

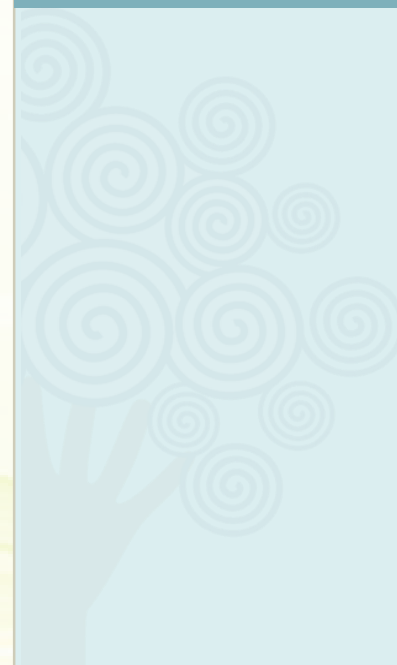




# RESIDENT COMMENTS

## Youth Education and Career Pathways

- *“Parents should provide better support to the school, and the school should provide better support to the parents.”*
- *“We need to make career pathways a priority and shift focus from just college to other technical options.”*
- *“Students are advancing on to college, but when they graduate, they are not staying in Norfolk.”*



# COMMON YOUTH AND CAREER PATHWAY THEMES



## ■ Support Parents (3)

- Schools should work with parents as a team

## ■ Early Career Exposure (3)

- Career education offered pre-k through 12th grade; Career pathways introduced by middle school

## ■ Clear Sequencing (3)

- Define and support classes to advance in industry pathways

## ■ Technology (2)

- Invest in more computers – opportunities in homes, libraries, and in public housing complexes



# COMMON YOUTH AND CAREER PATHWAY THEMES



- **Model Professional Skills (2)**
  - Create volunteer/mentor opportunities
- **Teen Pregnancy Prevention and Parental Education (2)**
  - Provide resources and information on pregnancy prevention
  - Teach parenting skills to young girls who are pregnant
- **Quality Education (1)**
  - Smaller class sizes, more teachers – incentivize to keep quality teachers
- **Toleration (1)**
  - More tolerance for behavioral issues so we don't lose kids from the education system





# EARLY CHILDHOOD DEVELOPMENT



# WHAT'S WORKING WELL?

- Preschool programs at public libraries
- Good early childhood programs exist
- Quality programs, many of which are free
- Norfolk Cares Call Center
- ODU and NSU prepare teachers well
- YMCA offers good child care but not affordable for everyone
- NPS – Parent coordinator, PTA, gifted programs, enrichment programs
- 3-year-old programs at Ingleside and Bowling Park

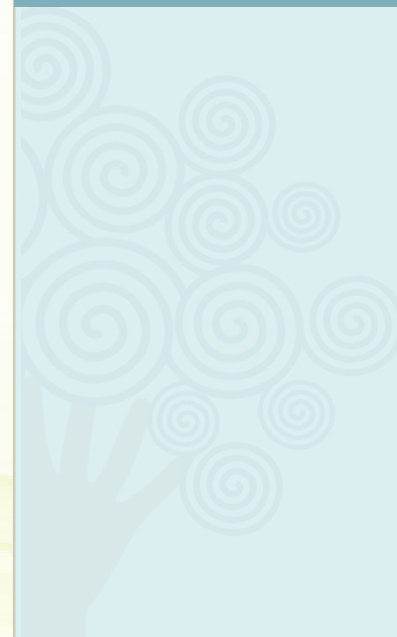




# RESIDENT COMMENTS

## Early Childhood Development

- *“We need prenatal classes for mothers to be able to teach newborns how to begin learning at birth.”*
- *“Public libraries have wonderful pre-school programs. How can we get parents to take the children to these programs?”*





# COMMON EARLY CHILDHOOD THEMES

## ■ Parent Education (3)

- Support prenatal care and parental involvement – education about resources and benefits for early childhood education

## ■ Greater Availability of Quality Child Care (2)

- Additional resources for early education and equal allocation of those resources
- More affordable, quality childcare options – every child should have access to quality early childhood education

## ■ Communication (2)

- Enhance and educate about current programs

## ■ Partnerships (2)

- Promote partnerships with businesses, churches, non-profits to infuse additional resources into the community







# NEIGHBORHOOD REVITALIZATION AND SUPPORT



# WHAT'S WORKING WELL?

- Removing blighted properties
- More police presence/security – discourages drug and gang activity
- Norfolk Cares Call Center
- Soliciting community involvement/input
- Establishing partnerships
- Responsiveness to citizen's needs
- Promoting economic development, bringing businesses to Norfolk
- Creating parks for kids
- Regional Single Room Occupancy (SRO) Program

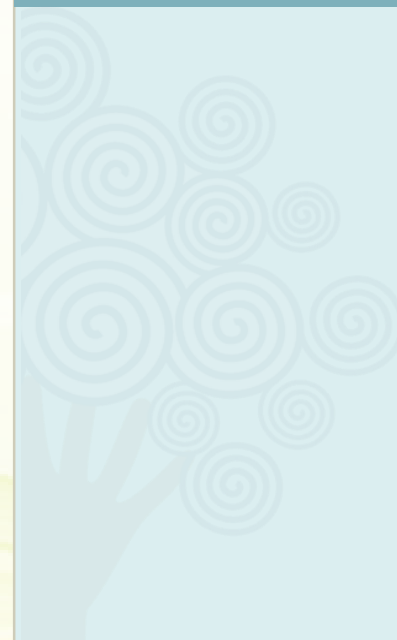


# RESIDENT COMMENTS

## Neighborhood Revitalization



*“Have residents and children in the neighborhoods and community participate in improving our neighborhoods and keeping/making them beautiful. Teach courses promoting neighborhood pride, empowering your neighborhood, community, landscaping...”*





# COMMON NEIGHBORHOOD REVITALIZATION THEMES

## ■ Zoning and Vacancies (3)

- Stricter enforcement of neighborhood zoning issues/code violations
- Take out blighted properties. Fill vacant homes

## ■ Resident Engagement (2)

- Use residents to provide day to day guidance in the quest to reduce poverty

## ■ Housing (2)

- Create an equitable vision for affordable housing

## ■ Re-Entry (2)

- Ex-offenders need a place to go, however you still face “not in my backyard” problem with transitional housing

## ■ Hope (2)

- There is a lack of hope among residents in poverty

## ■ Employment (1)

- More job creation and better training of residents/youth





# CROSS-CUTTING THEMES

Came up in all three sessions

- Parent Education/Involvement
- Transportation
- Communication/Promotion about available resources and services
- Partnerships and Connections – connecting residents with jobs, training and resources through community partnerships
- Early education of children about careers

